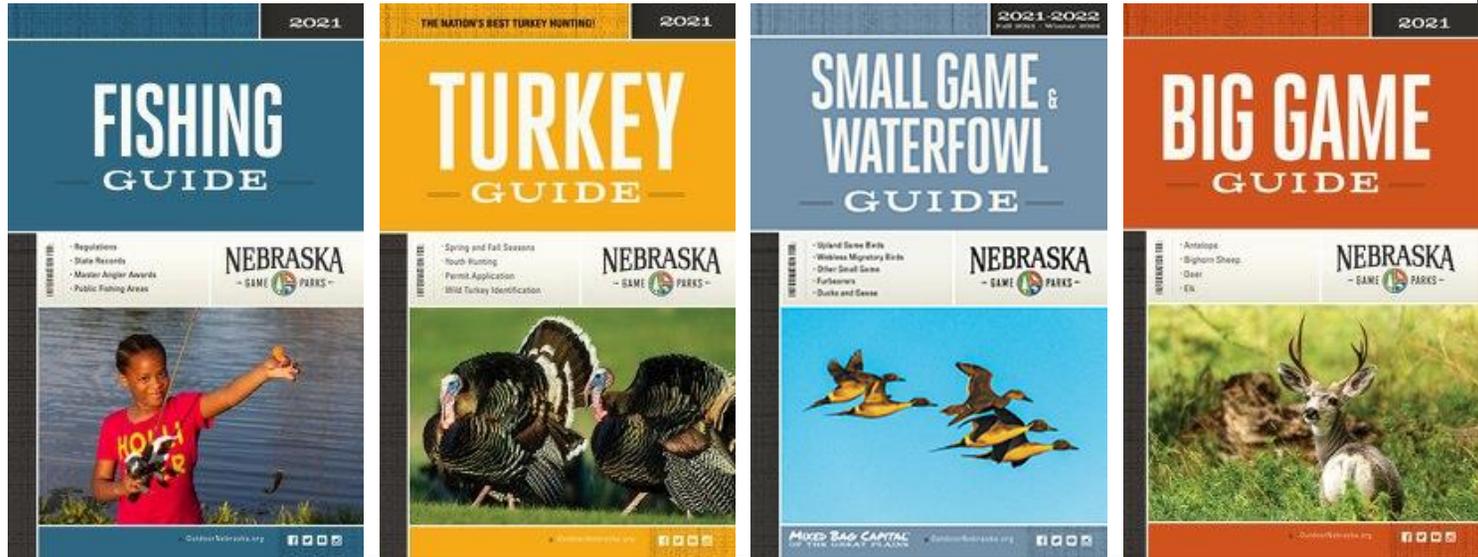


Game Guides Media Kit



**View the digital versions of the guides on the Nebraska Game and Parks website:
www.outdoornebraska.gov**

Advertising Rates (per guide)

Page Size	1 Guide	2 Guides	3 Guides	4 Guides
IFC, PG 3, BC	\$1,500	\$1,475	\$1,450	\$1,425
Full	\$1,000	\$975	\$950	\$925
Half Page	\$600	\$575	\$550	\$525
One-Third	\$400	\$375	\$350	\$325

Ad Dimensions

Cover	5.75" x 8.75" (Bleed)
Full Page	5" x 8"
Half Page (Hor.)	5" x 4"
One-Third (Hor.)	5" x 2.66"

Ad design services are complementary if necessary

Publishing Schedule

Issue	Reservation	Distributed
Big Game	January 15 th	May
Small Game Waterfowl	April 15 th	July
Turkey	September 15 th	January
Fishing	September 15 th	January

Ad creative is due 15 days after reservation

Note: The Nebraska Game and Parks Commission Reserves the right to refuse any paid ad for any reason.

Advertising Sales Manager
Shane G. Gilster / Solo Tree Media
402-742-0125 • shanegilster@gmail.com

Game Guides Overview

Published by the Nebraska Game and Parks Commission, the Game Guides are distributed to Nebraska resident and nonresident hunters and anglers. These guide books have a long shelf life, lasting prior to and during the entire season!

Circulation (Printed Copies)

- Fishing Guide – 225,000
- Big Game Guide – 110,000
- Small Game Waterfowl Guide – 190,000
- Turkey Guide – 70,000

Distribution Locations

- Game and parks offices
- State parks and recreation areas
- Hunting and fishing permit agents
- Sport shows
- Hunting and fishing stores

Demographics

Income: \$50-\$110 K

Median Age: 45-69

Education: College degree

Male: 65% / Female: 35%